

Chamber Chatter



Beechworth & District

Chamber of Commerce & Industry Inc

Represent / Support / Promote / Act

Chamber Update September 2011

This month:

- Beechworth Celtic Festival
- Congratulations
- Take your place
- Buy Local
- VECCI Alliance
- Conferences, Workshops etc
- Useful Business Links
- Indigo 2030
- Business Email Signatures
- Boxing Robe Sponsors
- Articles for Chatter
- Community Christmas
- Rotary Youth Leadership
- Octoberfest
- Membership
- Member to Member Discounts
- Calendar of Events
- Quotes

Beechworth & District Chamber
of Commerce & Industry Inc.
P O Box 172
Beechworth Vic 3747

The 2011 Beechworth Celtic Festival is looking for YOUR SUPPORT! Be part of one of our regions long running events in any way you can. Volunteer, run a market stall, buy a family pass or become a sponsor of this fun filled weekend, celebrating our Celtic heritage.

All sponsor's contributions above \$250 will this year go in to a draw to win major sponsorship, your business could be the headline act at this year's festival (click below to view prospectus)

It is no secret that festivals and events are a key element in driving year round visitation to our region. This event alone injects almost \$3 million dollars into the local economy in one weekend. Your support in anyway is needed to assist the hard working and dedicated committee. This committee of volunteers is doing a fantastic job for your community and adding to your regions strength and prosperity.



www.beechworthcelticfestival.com.au

<http://www.beechworthcelticfestival.com.au/sponsors.html>

Community
Collaboration



Beechworth & District

Chamber of Commerce & Industry Inc

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Chamber members are welcome to use the chamber logo on their website and marketing material to show their collaboration. Please contact the secretary for the correct format which must be maintained, plus a link to the chamber website.

Keep up to date with what's happening
in your chamber - find us on Facebook -
connect with us on LinkedIn



Congratulations



Congratulations to newsXpress Beechworth who recently took home the National Technology Newsagency of the Year award in Melbourne at the newsagency awards. Well done to Tracey, Ian, Vaughan, Kerrie and all your team.

Congratulations to Heidi & Jim at Freeman on Ford who received a Bronze Award in the Accommodation Association of Australia's National Accommodation Industry Awards for Excellence.



Congratulations to Rob & Jenelle from Beechworth Motor Inn who have received two major awards within the Best Western Australasia brand. They received the highest quality assurance score and the highest customer care score of any Best Western property in Australasia.



Take your place

...at the table of council
business

Come to a community conversation on

Tuesday 11 October

between 6.30pm- 8pm

(AFTER the Council meeting at 3pm)

at the Centenary Hall, Wooragee

**Share a light meal with us at 6.30pm and
talk to a staff member**

or Councillor before the forum at 7pm.

Topics include:

- **Community Strengthening Project** – Ideas have been gathered in recent weeks and consultations are continuing. A meeting is scheduled for late October where residents will set their priorities.
- **Imagine that it is the year 2030. What do you see?** - If you had a crystal ball, what do you think you would see in Indigo Shire in the year 2030? The *Indigo 2030* project has been underway for a few weeks now. Come and find out what it all means and how you can contribute.
- **Roadside Conservation Management Plan** – What does this mean for you?
- **Rail Trail update** – this is part of a long-term vision to have an off-road trail link between the Murray to Mountains rail trail and the High Country trail. It's early days.
- **Have your say** – this is your chance to make suggestions or raise issues of concern.



BUY LOCAL

SPEND IT HERE - KEEP IT HERE

HOW WOULD YOU LIKE TO WIN \$1500 WORTH OF SHOPPING VOUCHERS TO SPEND WITHIN THE INDIGO SHIRE!

IT'S EASY HERE'S HOW.....

Buy Local Man will be out and about in the Shire for the month of October rewarding shoppers spotted using their **Buy Local** bags when shopping locally. Residents seen using their **Buy Local** bags at Shire businesses will be rewarded with on the spot prizes and entry into a draw for **\$1500 worth of assorted gift vouchers** to spend at participating businesses within the Indigo Shire. The kids won't miss out either with a colouring competition and weekly prize draw of a guided tour through the Burke Museum and Heritage Precinct for their entire class!

You can collect your promotional bag from local businesses, Visitor Information Centres, Council offices and libraries. Plus children will receive their bags as they are being distributed throughout the local Schools.

WHY SHOULD I SHOP LOCALLY?

Buy Local will boost our local economy as money spent locally is more likely to be reinvested within our Shire; this in turn will help support and grow our local businesses and communities. Many businesses support local events, community organisations and employ local people, without this ongoing support many of these things we enjoy would cease to exist.

For a complete list of businesses within the Indigo Shire visit: www.indigoshire.vic.gov.au and 'click' on **Business Directory**.

So get out there and get spotted by **Buy Local Man** shopping with your **Buy Local** bag in October within the Indigo Shire for your chance to win!

Find **Buy Local Man** on facebook at: www.facebook.com/buylocalman for updates to his location and the promotion throughout October.

The **Buy Local** promotion is an initiative developed by the Economic Development Unit within the Indigo Shire Council, to encourage local shoppers to support local businesses. A need for such a promotion arose during the business networking meetings held throughout the Shire earlier this year. Promotion runs 3 October to 30 October 2011.

VECCI Alliance...

Beechworth Chamber has joined the VECCI Chamber Alliance which gives our chamber a complimentary Silver VECCI membership for one year. This includes:

- Representation on the VECCI Regional Council and Regional Reference Group
- Access to the Employer Helpline for expert IR, OHS, EO and HR advise
- Discounted member rates on VECCI training, networking events and business briefings
- Annual subscription to the award winning Business Excellence magazine and weekly RADAR enewsletter
- Access to tools, templates and industrial awards subscriptions
- Access to the VECCI Business Centre in Melbourne
- Entry in and access to, the Member2Member Online Directory
- Regular regulation update

This membership automatically gives our members free Bronze Business Club Membership with VECCI until the end of September 2012. This includes:

- Discounted member rates on VECCI training, networking events and business briefings
- Annual subscription to the award winning Business Excellence magazine and weekly RADAR enewsletter
- Access to the VECCI Business Centre in Melbourne

Independent and non-government, VECCI has been making our members more successful by fighting for their interests and delivering products and services for growth, assurance and excellence for over 150 years. Through VECCI's policy and advocacy work, Victorian businesses enjoy lower taxes, less regulation and better infrastructure.



Conferences, Workshops, Training...

Beechworth Chamber has joined the VECCI Chamber Alliance which now automatically gives our members Bronze Business Club Membership with VECCI until the end of September 2012. One of the benefits is that Chamber members can now access VECCI training at the member price. We will have a VECCI rep attend a Chamber function shortly to tell us more about what they are offering.



New OHS Law Briefings

12th October 2011 - Wangaratta

\$50 members price (\$75 non-members)

Businesses must be ready to meet new obligations and responsibilities from 1 Jan 2012 when Australia-wide harmonised Work Health and Safety legislation commences, replacing existing OHS acts. Business Owners, senior management and employees will all have increased roles in ensuring that workplaces are safe. Penalties are set to increase, with serious breaches resulting in criminal charges and fines of up to \$3 million.

There is much to do before the new year arrives. To help Victorian businesses adapt to the upcoming OHS changes, VECCI and CCI Lawyers will be providing a series of briefings aimed at clearly explaining the new laws. Put your business in safe hands. VECCI briefings are a cost-effective way to help ensure your business is prepared, proactive and fighting fit.

These briefings will cover :

- An outline of duty of care and due diligence obligations
- The VECCI ten-point plan for transition to the new legislation
- Information on the consultation, cooperation and coordination requirements of a 'person conducting a business or undertaking' (PCBU)
- An overview of the new Work Health and Safety regulations.

Who should attend

Business owners, directors, senior managers, CEOs, human resources staff and anyone who is responsible for managing Workplace Health and Safety.

Non compliance with the new OHS laws could hit hard.

Call 03 86625333 to register.



Conferences, Workshops, Training...

Business Networks Alliance (Vic) Summit

Friday 28 October – Lardner Park Conference Centre, Lardner Park via Warragul

Registration – 8.30am – 9.00am

Opening Address featuring Welcome to Country, and the official welcome Gippsland Women in Business, Coordinator, Teresa Mitchell and introduction of MC for the day Mary Aldred, Executive Director, Committee for Gippsland. Founders of BNA Vic - Jodie Gillet, CEO, Commerce Ballarat and Kevin DeVris, CEO, Bendigo Business Council.

Keynote Address: Warren Day , Commissioner for ASIC

Morning tea

Keynote Address: Baw Baw Shire

Keynote Address: Jason Folley, Owner, Managed Bits - The virtual World & untangling IT.

Discussion: Presenter VicSuper - Challenges for Small Business – Superannuation.

Keynote Address: Kerrie Warren - The Business of Art.

Lunch

Keynote Address: Professor Kate Auty, Commissioner of Environmental Sustainability.

Keynote Address: Dr Denise Miles and Rebecca Waddell - Research and development & our future.

Keynote Address: RDV TBC - Engaging with business and promoting regions.

Afternoon tea

Discussion: Kevin DeVris - Going forward - Where to next?

Summit Close: 4.00pm

Proudly supported by:



VicSuper



Cost \$45 pp

Please book by emailing bridget@commerceballarat.com.au and an invoice will be forwarded.

Please note payment must be received by the 24th October

Useful Business Links

Have you found a useful website, blog, YouTube, podcast etc?

Let us know - chatter@beechworthchamber.com.au



www.flyingsolo.com.au

Small Business is Australia's fastest growing sector – this business community site was created for those running a small business of one to five people. Here the solo and micro business owner will find [small business forums](#), a small business directory, free resources, help, tips and advice on: [starting a small business](#); [working smarter](#) when working from home; effective [small business marketing](#); [small business networking](#); the solo psyche; [staying balanced](#) as a small business owner; [small business technology](#) advice and small business finance tips.



Martin Grunstein

The Customer Service Expert
www.martingrunstein.com.au

Martin doesn't hype people up, he teaches techniques and how to apply them to your business in the areas of professional attitude to business; understanding the ego of your customer; how to generate the repeat and referral business that keeps your bottom line healthy.

Find him on



INDIGO 2030

The Indigo 2030 project involves Indigo Shire residents imagining the future and how it might be achieved. We are asking residents to think big about the direction of their towns in the next 20 years and beyond by exploring topics including the needs in 2030 of our young people, our senior residents and families, the changing climate, our educational needs, the environment, our culture, the economy, and much more.

People communicate in many different ways, and we are interested in them all!

Our community is full of busy people. Many people are interested in contributing to the shape of their areas but are unable to attend meetings.

**Local business owners are invited to attend a 2030 conversation...
9am on Tuesday 11th October at the Beechworth Pantry.**

Please RSVP to Karen Nankervis on 57281924 - contact@mybeechworthsecretary.com.au
A second 2030 conversation at different time will be arranged if sufficient interest.

Mistakes to avoid in Business Email Signatures

From Peter Rowe - Talking Business

Yesterday I received an email with this giant, 8cm high and the page width, 'box' at the top of the page - you know the ones ... with the little red square in the right top corner. And it was one of those days when the "delete button gets all the action" as the emails came flying throughout the day. In business we can't afford for a personal one-on-one email to get dumped into the delete folder.

What I'm talking about is email signatures, or email signatures gone wrong. Email signatures are the text, sometimes graphics, that your email reader (e.g Outlook), inserts at the end of all your emails. Once set-up it will do this for you automatically. It identifies you, your company and even your products and services.

Like email newsletters, signatures can be fickle because they show up in the other person's email in-box who might have very different email reader to yours. So to help stop you making the same mistakes many people made with bad mobile phone manners here are some mistakes to avoid.

Business Email Signature Mistake No. 1. People DON'T use one

Have you ever received an email from someone and wanted to phone them? But there are no details! Hey, it's hard enough to get business without making your customers and clients work too hard. If you want your customers to speak with you, or your sales people, don't expect them to look you up in the phone book too. TIP: make sure you have the facility ticked to add your email signature to replies and responses too.

At a minimum, your email signature should contain:

- your name, perhaps add your position and company name
- phone number, even your direct line or mobile



- your website address - make sure it's a working hyperlink - I see so many that are not a functioning hyperlink.

Some say that signature files should be kept to a maximum of 8 lines of information but it is more important that it contains the right information.

Business Email Signature Mistake No. 2. Having it at the top of the page

Always put your signature at the bottom, just like in a hard copy letter. The top of the email is hot email property so that's where you put your message. And have you even been in correspondence with people - replying back and forth - and the original senders email signature stays at the top of the page? Very annoying, and can be damaging to their brand. This can happen also with email stationery.

Business Email Signature Mistake No.3. All pictures

Including your logo is a smart way to brand yourself but if something goes wrong the other end people will not see anything. It is wise to use a combination of text and graphics. As most email signature graphics are embedded not linked check the size of the email. It shouldn't be more than 50KB. Also if you are replying to a text email watch out that your signature still comes out readable.

(Continued on page 9)

Email Signature Mistakes- continued...

Business Email Signature Mistake No.4 Making it "Fancy Pancy"

Make it relevant. Just because there is a feature there you don't have to use it. So even though you'd like to use all the available fonts and colours plus add your latest animated graphic ... don't. Stick to your corporate colours. I received a business email that actually had a puppy in a bucket image that scrolled over the text. Eeeek.

If you really want to express your creativity do it on your personal emails by a having different signatures for different people which is helpful if using your computer for personal and business emails.

Business Email Signature Mistake No.5. Not using it as a potential marketing tool

This is a fine line to tread. Remembering most people aren't even going to read your signature once they get used to receiving it, it's a waste of time sprouting about you you you. What I have seen done sometimes effectively is adding a bi-line or an award recently won or a link to a free newsletter or a special offer.

This article is reproduced with permission from Peter Rowe of Profitune Business.

<http://www.profitune.com/>



talking business
with Peter Rowe

Better to have spent a life reaching for a dream that never came true, than to have slept through a life that never had a dream.

~Samantha Pickreign



SPONSORS NEEDED

I am currently in the process of organising a boxing robe for young local boxer Callan Orchard and his trainer John McCubbin.

I am looking for sponsors to be printed on their outfits. The cost per sponsor is \$100, with the money being used to pay for the outfits and printing. Any excess money will be used to print t-shirts for the boxing gym to sell as it sees fit.

Those interested please contact via me via email info@bridgeroadbrewers.com.au with your company logo. Please note the logos will be printed in single colour only. Your support is appreciated.

Confirmation is required by Sunday 25th September.

Regards

Ben Kraus

Business Articles for Chatter....

Would you like to submit an article for the Chamber Chatter?

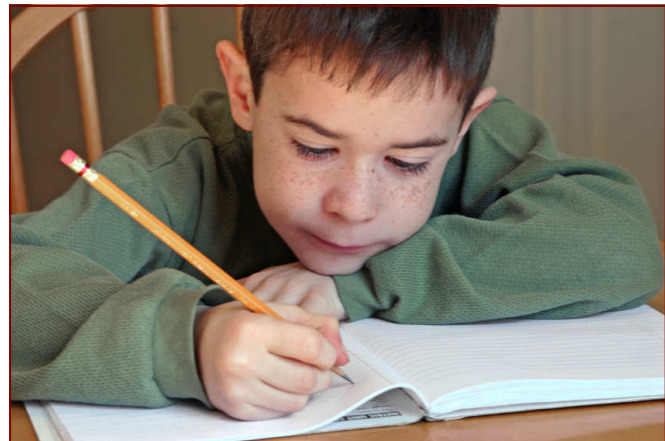
- Are you passionate about a particular topic that you think would be of interest to other chamber members?
- Have you discovered something that you'd like to share?
- Are you an expert in a field that would relate to Chamber members and are happy to share your knowledge?
- Do you have an interesting business journey that you'd like to tell us about?

We welcome articles from Chamber members.

Include a paragraph (about 50 words) about yourself, your business and contact details.

**Please submit to
chatter@beechworthchamber.com.au**

Articles cannot be blatant selling pitches of course and the editorial team reserves the right to edit/omit any articles submitted.



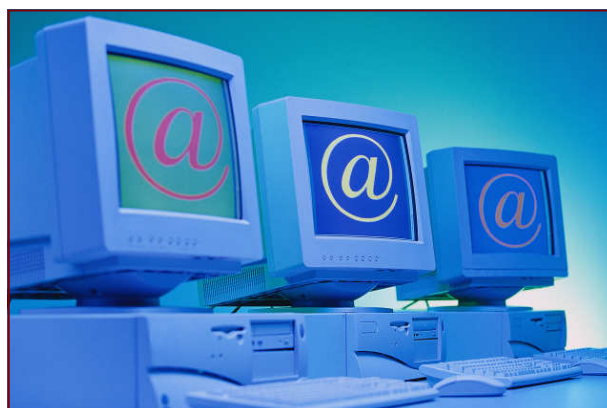
Events, Promotions for Chatter....

The Chamber Chatter aims to consolidate the many emails and letters that the Chamber receives throughout the month rather than bombarding your inbox each day by forwarding them on.

If you have something that you would like promoted to the Beechworth and district business community - festivals, community, special events within business, etc - please email it to chatter@beechworthchamber.com.au.

All articles are subject to approval by the editorial team

**All articles for the October issue of the Chamber Chatter
must be submitted by 10th October,
for distribution by 20th October.**



Beechworth Community Christmas...

Weekend of December 11th & 12th

The vision of the weekend is to create a festive atmosphere bringing together community groups, businesses, families and individuals. A bazaar is planned on the Saturday morning in the historic precinct, buskers in the streets singing Christmas carols, Santa roaming around, face painting, and lots more.

Extensive marketing is also planned to bring visitors from throughout the region to Beechworth, promoting it as the perfect Christmas shopping destination.

The Beechworth Chamber will be coordinating the Christmas Windows competition - time to start planning your spectacular display.

Contact for the Community Market or community groups wishing to become involved in the weekend is Anne Stelling, astelling1@dodo.com.au,

For Beechworth traders wishing to include an event on the program is Karen Nankervis, contact@mybeechworthsecretary.com.au

For aspiring buskers is Fleur Stelling, fleur@candlebarkcottage.com.au,

For feature entertainment and live music is Dannielle Bell, danniellebell@gmail.com

JUST TO CLARIFY....

There has been a misconception that the Christmas Spectacular is a 'Montessori event'. It is important we spread the word that this is a **community** event. We need to emphasise that Montessori is just a participant, along with the Mens Shed, the Chamber of Commerce, Rotary, the Scouts, the combined Churches, the BNC the Kinder and anyone else who would like to be!

The Montessori fundraising team are promoting their own part (the Beechworth Shopping Spree), but it is the Community Working Party who are co-ordinating the program of events for the weekend, the music and entertainment, the community market etc.



Rotary Youth Leadership Award...

Rotary Youth Leadership Award program is a no-cost to participant leadership training seminar for young adults aged between 18 and 25 years. It is conducted on a district basis annually with participants being sponsored through local clubs.



This residential program is aimed at encouraging and developing leadership and social skills so that awardees can, more effectively, contribute to their communities in a practical manner.

A total of \$1000 is needed for each young person attending the one week seminar. Beechworth Rotary club will be sponsoring a young person to the value of \$500 which will have to be matched by their employer .

For more details please contact Brett Cavigan from Silver Creek Caravan Park. Phone; (03) 5728 1597 - contact@beechworthcaravanpark.com.au

"I think from listening to the young adults that come back they learn a lot about themselves and gain a lot of confidence to tackle life especially leadership." Brett



Chamber
Member
Benefit

BEECHWORTH'S ORIGINAL OKTOBERFEST

October 8th & 9th

Get your annual dose of Ohm-Pah at
Bridge Road Brewers Beechworth.



Est 2005
"Such Is Beer"

Old Coach House

Ford Street Beechworth,

Ph/Fx: +03 57 282 703

www.bridgeroadbrewers.com.au



www.bridgeroadbrewers.com.au

A strong membership is vital for our Chamber to thrive.

Please support your fellow Chamber members.

Welcome to New Members

Beechworth Building and Construction

Current Members

Barnsley House B&B	Inspiring Excellence
Beechworth Accounting & Financial Services	Katherine Hammerton Country Clothing
Beechworth Bakery	Kore Graphics
Beechworth Boudoir	Lake Sambell Caravan Park
Beechworth Bus Lines	LeBlanche Ice Creamery Beechworth
Beechworth Classic Apparel	Lucas Mill
Beechworth Emporium	Lyn Clark Accounting
Beechworth Gas	Matilda's Cottages
Beechworth Ghost Tours	My Beechworth Secretary
Beechworth Gold	Nicholas Hotel
Beechworth Home Hardware	North East Broadcasters - 3NE/EdgeFM
Beechworth Honey	O'Connor Festival Services
Beechworth Hotch Potch	Ovens and Kiewa Veterinary Centre
Beechworth Mini Buses	Pennyweight Winery
Beechworth Montessori	Period Building Conservation Pty Ltd
Beechworth Newsagency	Provenance Restaurant & Accommodation
Beechworth Pantry	Silver Creek Caravan Park
Beechworth Pharmacy	The Ardent Alpaca
Beechworth Pizza	The Armour Motor Inn
Beechworth Provender	The Beechworth Sweet Company
Beechworth Squash & Fitness Centre	The Finer Things of Life
Beechworth Surgery	The Green Shed
Best Western Beechworth Motor Inn	The Old Priory
Bridge Road Brewers	The Spa at Beechworth
Carriage Motor Inn	Trish Forrest Communications
Country Charm Swiss Cottages	WAW Credit Union
Freeman on Ford	Wodonga Chamber of Commerce
Giaconda Vineyard	WWW.ART Design Services
Golden Heritage Motor Inn	Yackandandah Motor Inn
Hibernian Hotel	
Indigo Shire Council	

Membership renewals are now due, please ensure you have renewed to continue to be part of our dynamic organisation and to receive your chamber benefits

Member to Member discounts

Many Chamber members have been offering M2M discounts as shown below. The Executive would like to encourage more chamber members to be involved with this program by changing the presentation of these offers to include monthly vouchers.

**If you have an offer for fellow chamber members,
either ongoing or available for a limited time,
please let the chatter editor know at chatter@beechworthchamber.com.au**

September/October M2M OFFERS



THE ARDENT ALPACA 

Sale Extended to 15th Oct

Store Sale on now - 25% discount until end of September **PLUS** chamber members receive an additional 6% discount off stock (excluding items on special)

www.ardentalpaca.com.au

www.beechworthcarrigemotorinn.com.au



Free cooked breakfast for 2 and a bottle of local wine on arrival for members family, friends and staff.



My Beechworth Secretary

10% off advertising in 2012 Indigo Buckleys Guide
Exceptional promotion opportunity to visitors for your business

www.mybeechworthsecretary.com.au



Lake Sambell Caravan Park

10% off the going rate for Members families staying in Beechworth

www.caravanparkbeechworth.com.au

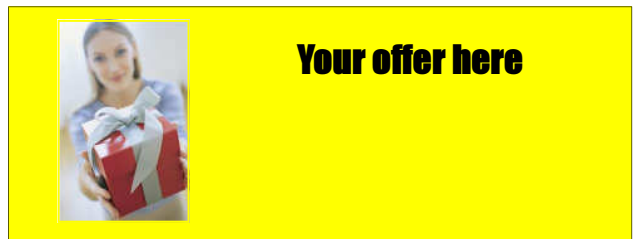


SEPTEMBER FACE LIFT

If you've just stepped into a new business or feel that your business is a bit out dated and needs "a face lift" then contact Korinne at Kore Graphics. For the month of September Kore

Graphics is offering a free consultation to all chamber members & 20% off the design or redesign of your existing logo.

www.koregraphics.com.au



The Power of Referral - All for One and One for All

The BDCCI believes the most powerful and inexpensive business tool you can use is to build up a referral network. Look for opportunities to refer customers to other Beechworth businesses and build relationships that create referrals to your business.

Good referrals are good for customers, good for you and good for Beechworth.

Calendar of Activities / Events

As we do not feature advertisements for businesses within this publication, this is the space that will be dedicated to letting the business community know what is happening.

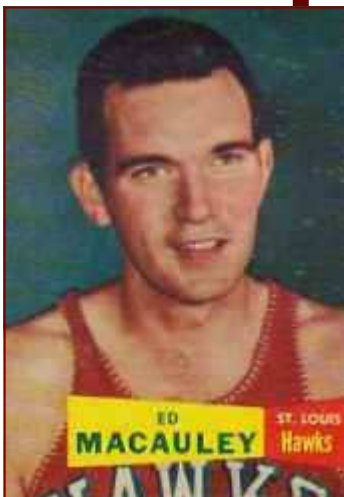
If you would like your activity or event to feature on this calendar, please email the Chatter Editor on chatter@beechworthchamber.com.au or phone 5728 1924.

Upcoming Events Local

8th - 9th October 2011	Oktoberfest	info@bridgeroadbrewers.com.au
22nd & 23rd October 2011	Loads of Clothes Market	pandf@beechworthmontessori.vic.edu.au
4th - 6th November 2011	Beechworth Celtic Festival	info@beechworthcelticfestival.com.au
1st & 2nd April 2011	Connecting Rural Business Women Conference 2012	crbw@mybeechworthsecretary.com.au
1st Saturday of each month	Beechworth Farmers Markets	Boyd Collins 0408 859 282 or Jenny Anderson 0427 251 657
2nd Sunday of each month	Rutherglen Farmers Markets	Nadine Simpson (02 6033 6306)
3rd Sunday of each month	Lions Club Community markets Yackandandah	Kellie Parker 0418 122 921

Further afield

Any information about events outside the local area are most welcome



You always have to give 100 percent, because if you don't, someone, someplace, will give 100 percent and will beat you when you meet.

Ed Macauley Professional Basketballer